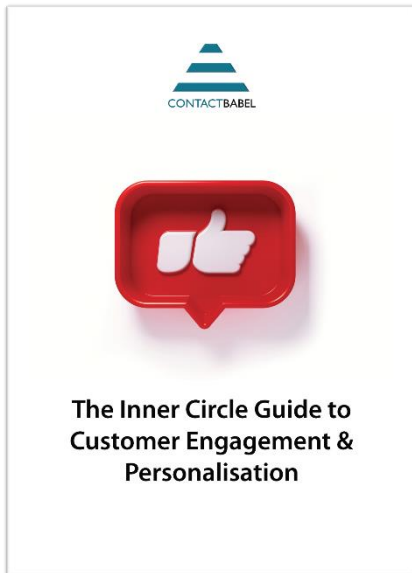




The Inner Circle Guide to Customer Engagement & Personalisation



ContactBabel is updating one of our most successful Inner Circle Guides, providing fresh data and insight to contact centre decision-makers who are focused on the hot topic of how to engage personally with their customers while still managing costs.

Through sponsoring the report, solution providers have a unique, high-profile opportunity to demonstrate your insight into the factors driving customer engagement and personalisation, and also show the solutions that can help businesses to succeed.

“The Inner Circle Guide to Customer Engagement & Personalisation” draws on surveys with hundreds of UK contact centres and 1,000 UK consumers, providing unrivalled insight into how to engage effectively at scale with customers while keeping the personal touch.

Report sponsors benefit from:

- Being able to **market to the report’s downloaders**, with full GDPR-level consent. Details include email address, phone, contact centre size, vertical market and interest in purchasing specific technology solutions in the next 12 months. **Downloaders are provided for a minimum of 2 years**
- Providing **prominent branding, advertising and market education content** throughout the report, and directly answering the questions businesses put to us about how to improve customer engagement
- Receiving an **own-brand version of the full report for your own use and distribution**, providing you with the hard data and insight to influence your prospective customers.

Sponsors of **Inner Circle Guides** get a credible platform to explain their products and solutions, as well as widespread access to decision-makers who are already interested in the type of solutions being discussed.



The report will provide the hard data and actionable insights that businesses need to make decisions. Areas covered within the report include:

- Using AI to deliver a hyper-personalised experience
- Using predictive and customer journey analytics for personalisation
- Optimising and personalising the web and voice self-service experience
- Supporting the agent through dynamic scripting, real-time analytics and emotion detection/sentiment analysis
- Understanding and supporting the channel of choice
- Using cloud to integrate and unify systems to support an omnichannel customer
- The use of live and recorded video
- Proactive outbound service
- Empowering and supporting agents to engage customers through emotional intelligence and empathy
- Complaint handling and customer rescue
- Predictive behavioural routing and other personalised routing strategies
- Supplier Directory and market landscape

The report will be launched on May 11th 2023, with sponsors' artwork and copy due on May 3rd.

COSTS AND BENEFITS

Feature	Bronze	Silver	Gold	Platinum
Supplier Directory entry: full-page entry, colour logo, hyperlink & contact details	✓	✓	✓	✓
Full-page colour advert, with hyperlinks if required		✓	✓	✓
Own-brand version of the full report for your website & distribution			✓	✓
Full contact details of downloaders of the report for a minimum of 2 years (with GDPR-level consent)				✓
Full-page case study or thought leadership article within the report				✓
Front-page branding				✓
Cost	£500	£1,500	£3,000	£4,500



CONTACTBABEL'S RESEARCH SPONSORS INCLUDE

alorica

AVAYA
Experiences That Matter

BRIGHT PATTERN

britannic
technologies

CALABRIO™

CallMiner

CONTENT GURU

ENCODED
secure automated payments

Eckoh

eGain

Enhouse Interactive

Five9™

GENESYS™

geomant™

infobip

Intrado

IP

Khoros

Mitel®

NETCALL

NICE · CXone

odigo

PCIpal®

playvox

poly

puzzel.

RingCentral®

sabio

:talkdesk®

ujet.cx

VERINT.

verizon✓